

CLAIMS

What is claimed is:

1. A method of delivering advertising to a telephone user, the method comprising:

5           detecting an interest by a user in a destination telephone number;  
             determining a category of the destination telephone number; and  
             providing the user an advertisement based on the category of the  
destination telephone number.

10          2. The method of claim 1 wherein the user manifests the interest in the  
destination number by calling the destination telephone number.

15          3. The method of claim 1 wherein the advertisement is delivered to a mobile  
phone employed by the user.

20          4. The method of claim 1 wherein the advertisement is shown on a display of  
a telephone employed by the user.

25          5. The method of claim 1 wherein the advertisement is shown as a pop-up  
window on a display of a telephone employed by the user.

30          6. The method of claim 1 wherein the advertisement and the destination  
telephone number belong to different business establishments providing similar or  
related products.

7. The method of claim 1 wherein the advertisement is from an advertiser who pays the most among advertisers in the category.

8. The method of claim 1 further comprising:

5 providing the user a speed dial to a destination telephone number for the advertiser paying for the advertisement.

9. The method of claim 1 wherein the advertisement includes a hyperlink to data relating to the advertisement.

10. The method of claim 9 wherein the data comprise a coupon.

11. The method of claim 9 wherein the data comprise a map.

10 12. The method of claim 1 wherein the advertisement is selected according to a behavioral information compiled on the user.

13. A method of providing advertisements to telephone users, the method comprising:

15 grouping a plurality of telephone numbers into a plurality of categories, each of the categories having a plurality of corresponding advertisements, each of the plurality of advertisements being ranked based on an amount paid by an associated advertiser;

detecting an interest by a user in a telephone number in a category in the plurality of categories; and

20 providing the user a highest ranked advertisement corresponding to the category.

14. The method of claim 13 wherein advertisers bid to obtain a ranking in the category.
15. The method of claim 13 wherein the advertisement is delivered to a mobile phone employed by the user.
- 5 16. The method of claim 13 wherein the advertisement includes a hyperlink to data relating to the advertisement.
17. The method of claim 13 wherein the data comprises a map.
18. A method of receiving advertisements in a telephone, the method comprising:
  - 10 making a telephone call to a telephone number; and
  - receiving an advertisement based on the telephone number.
19. The method of claim 18 wherein the telephone number and the advertisement belong to different businesses providing similar products.
20. The method of claim 18 wherein the advertisement is received before the  
15 call to the telephone number is completed.
21. The method of claim 18 wherein the advertisement is displayed on a display of a telephone employed by a user to make the call.